



USDA/FAS TRADE SHOW TIDBITS

MARCH 2006

MARCH MADNESS



Whether or not you're Irish, you might just make that lucky sale at one of these upcoming USDA-endorsed trade shows. For information on other USDA-supported events, visit (and bookmark!) "What's Hot"

<http://www.fas.usda.gov/agexport/TS/WhatsHot.html>

exhibiting in the USFES, contact mcassinelli@cmgexpo.com.

American Food Fair at NRA (May 20-23, 2006) Chicago, Illinois. The National Association of State Departments of Agriculture is once again organizing the American Food Fair at the National Restaurant Association (NRA) show. Join the 2,000 exhibiting companies and more than 50,000 registrants at NRA 2006. For more information on exhibiting, contact aff@cmgexpo.com.

♪ MY KIND OF TOWN ♪

U.S. Food Export Showcase at FMI (May 7-9, 2006) Chicago, Illinois.

The U.S. Food Export Showcase (USFES) has gained a reputation for featuring innovative, trend-setting products and attracting power buyers from around the world. This year's event will once again feature five shows in one: Food Marketing Institute (FMI), USFES, All Things Organic, Fancy Food Show, and United Produce Expo & Conference. For more information on

LATIN SWING



Alimentaria Mexico (June 6-8, 2006) Mexico City, Mexico.

Alimentaria Mexico is *the* show that retail buyers attend to find products for the Mexican market. Contact Tobitha.Jones@usda.gov or call 202-690-1182.

Exphotel (June 7-9, 2006) Cancun, Mexico. Join us at Exphotel to promote products for the hospitality sector. Best products include seafood, fish, beef, lamb, veal, pork, duck, sausages and other processed meats, cheese, ice cream and other dairy products, wines, soft drinks, processed foods, and more! Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov



Alimenticia (New) (May 31-June 4, 2006) Luanda, Angola. Alimenticia is the international exhibition of food, drink, hotelier, and vending in Luanda. Best prospects include grains, pulses, canned meats, alcoholic and non-alcoholic beverages, sauces, beer, poultry, offal, and oils.

MIDDLE EAST INTRIQUE



American Café/Morocco, (June 5-7, 2006) Casablanca. FAS will arrange exhibition space and one-on-one meetings with carefully selected buyers. This event is open to the trade only, including importers, distributors, as well as buyers from hotels, supermarkets, restaurants, catering companies and institutions. Best market prospects include dried fruits and nuts, sauces and condiments, popcorn, salad dressings, pet food, snacks, diet snacks, kosher foods, honey, wine, beer, non-alcoholic beverages, sport drinks, cereal derivatives, rice, exotic juices, chips, crackers, dairy products, confectionery, ice cream, canned vegetables, canned fruit, fresh apples, and pears.

AFRICAN ADVENTURE

For information about any of the shows in the Middle East or Africa, contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov.

ASIAN ACCENTS



SIAL China (May 29-31, 2006) Shanghai. The SIAL China show features a wide array of international exhibitors focused on food and beverage marketing to hotel and retail sectors. The show organizers have succeeded in attracting China's leading retailers. Best market prospects include organic and non-GMO corn snacks, various pasta sauces for food service, and soy-based meat alternatives and processed vegetable products. Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov

IFIA Japan (May 30-June 1, 2006) Tokyo. Japan is America's largest overseas trading partner and ranks as

the third largest market in the world for food additives and ingredients. With more than 26,000 trade-only visitors in 2005, IFIA Japan is the best place to introduce new products, and meet new buyers. Best product prospects include antioxidants, additives, cereal products, confectionary ingredients, dairy products, dietetic foods, egg products, fats and oils, fibers, food coloring, food supplements, frozen foods, fruits and vegetables, healthy foods/beverages, juices, low-cal foods, malt extracts, nutraceuticals, organic products, preservatives, proteins, seasonings and spices. For more information, contact Shani at 202-720-2075 or Shani.Zebooker@usda.gov.

Food and Hotel China (June 7-9, 2006) Beijing. FHC 2006 Beijing is timed perfectly for exhibitors to capitalize on the 2008 Olympics. FHC 2006 offers opportunities for companies in the food and beverage sectors to sell to Beijing and the North China marketplace. **Only a few booths remain.** Contact Tobitha at 202-690-1182 or Tobitha.Jones@usda.gov or visit www.fhcbeijing.com.cn/

Food Taipei (June 21-24, 2006) Taiwan. Food Taipei is the largest food and beverage show in Taiwan. Taiwan is the United States' sixth largest export market in the world for food and agricultural products. Products in demand include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, wines, seafood, rice, tree nuts, health food, beef, and juices. Contact Tobitha.Jones@usda.gov or call 202-690-1182.

Asia Food Expo (Sept. 6-9, 2006) Manila, Philippines. This annual event is the largest food and beverage

industry exhibition featuring food and beverage products and the latest food processing equipment. Last year's edition welcomed 523 exhibiting companies and 35,788 visitors. The Philippines is the largest market in Southeast Asia for U.S. consumer-oriented food products with significant potential for continued growth. Best market prospects include bakery, snack food and beverage ingredients and additives, natural and healthy food products, dairy consumer products and ingredients, pet food, juices, wines, beef, tree nuts, and dried fruits. For more information, contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov.

Food Ingredients (Fi) Asia (Sept. 13-15, 2006) Bangkok, Thailand. Recognized as the top meeting place for food ingredient suppliers, Fi A00000Asia attracted 1,750 exhibitors and 6,500 visitors in 2004. Returning to the popular and accessible location of Bangkok in 2006, this successful event attracts food professionals from the entire Southeast Asian region. For more info, contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov.

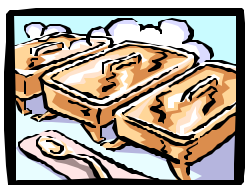
Food and Hotel Vietnam (Sept. 27-29, 2006) Ho Chi Minh City. This international exhibition focuses on Vietnam's food and hospitality sector. Best products include fresh fruits, dairy products, snack foods, packaged foods (canned fruits & vegetables, canned meat, juices, sauces), dried fruits & tree nuts, wines, chilled & frozen meat, frozen poultry, and confectionary. Contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov.

GEORGIA ON MY MIND



Trade and Investment Mission to Georgia (May 15-19, 2006). Our colleagues in the International Cooperation and Development program area are sponsoring a Trade and Investment Mission to Georgia to promote trade and investment, particularly in agricultural processing equipment, inputs, livestock genetics, ready-to-eat products, meat and poultry, and grain and feed sectors. USDA will be paying for some travel costs associated with the mission. For more information, contact Darrell Upshaw at 202-690-1786.

A SMORGASBORG OF SHOWS IN EUROPE AND RUSSIA



World Food Moscow (Sept. 26-29, 2006) Russia. Details coming soon!

For information about any of the shows listed above, contact Sharon at 202-720-3425 or Sharon.Cook@usda.gov



S-U-C-C-E-S-S

Dubai Show Tops Other Shows in Sales. Held February 19-22, 2006, the Gulf Food Show in Dubai, United Arab Emirates, is the Middle East's largest trade-only food and equipment show. Over 32,000 visitors from 140 countries attended. FAS Dubai and the FAS Overseas Trade Support Group worked to organize a USA Pavilion with 55 companies exhibiting a broad range of fresh, frozen, canned, and dried foods. All of the 83 booths had good traffic. Exhibitors confirmed \$10.4 million in on-site sales and projected an additional \$105 million in 12-month sales, making this show one of the most successful trade shows ever in terms of U.S. food exports. The next show is scheduled for February 2007. For more information, contact Tobitha.Jones@usda.gov or call 202-690-1182.

Alimentaria 2006 Generates about \$4 Million in Sales for U.S. Companies. Alimentaria, the most important food show in Spain, took place in Barcelona March 6-10, 2006. Held biennially, Alimentaria 2006 was bigger than ever, as a result of the organizer's decision to divide the exhibition into two distinct locations within the city. The event attracted approximately 150,000 visitors and about 5,000 exhibitors from 70 countries. In the USA Pavilion, 14 companies and organizations displayed products ranging from raw materials and ingredients to processed products, such as chocolates, flavored drinks, jams, spices, marinades, sweeteners, and sunflower seed butter. Many of the U.S. companies were new exhibitors attempting to enter the market in the Iberian Peninsula for

the first time. Reported 12-month projected sales reached about \$4 million. The next show is scheduled for March 2008. For more information, contact Sharon.Cook@usda.gov or call 202-720-3425.